will not help your institution to meet with those goals and objectives, then it may not be the right choice at this time.

Once you have determined that the digital project is going to be part of the overall institutional goals, you want to determine the individual project's goals and objectives. Your project may have a specific, single goal, such as the development of a Web site to support a special exhibit or event, or the content presented in the digital project may be used for a variety of purposes and applications. The latter, "use-neutral," approach assumes that future use of the material will be varied. Use-neutral digitization aims for longevity, high quality, and as many uses as imaginable. For example, a use-neutral digitization project would include the creation of Web sites to support the interests of scholars, hobbyists, and schoolchildren. It also would provide digital, master duplicates for future Web projects or traditional publishing. While the use-neutral approach to digitization can be more costly at first, requiring more planning, more training, and more storage space, it may be the most cost-effective strategy in the long term. It is certainly the best approach for the preservation of sensitive originals (in that the originals do not have to be re-handled or re-scanned for each new, specific digital creation). Use-neutral digitization is one aspect of a "scan once methodology" discussed in the chapter on **Digital Production**.

These goals and objectives will allow you determine the scope of this particular project. Even if you determine to establish a use-neutral approach to your digitization project, you should not try to do everything at first. Determining the scope of your project will allow you to undertake an achievable digital project that will serve as a foundation for a digital program (for more on transitioning from digital projects to digital programs, see **Final Thoughts**).

Determining the Audience

Part of the goals and objectives and scope of the project is to identify the dimensions of your intended audience is. In the use-neutral project described above, it is clear that even a small digital project can be geared toward several different audiences. Outlining the intended audience(s) will provide elementary information in the planning of the project as it impacts both the selection of what to digitize (see **Selection**) and design of the online presence of your digital project (see **Presenting your Digital Project**).

Identifying potential users will help to define your digitization strategies. This is not something that should be determined in isolation. The project leader should gather information and feedback from various members of an organization, patrons and experts will help you to identify and make decisions regarding a digital project. It is also clear that this audience determination will be guided by your institution's goals and objectives. It may be that the decision to move toward digitization is an attempt to expand your user-base beyond your traditional patrons. Or it could be to better serve the existing patron-base. All of this should be clear in both your institution's mission and the project's goals and objectives.

In thinking about the audience, it is important to think not only of intended users of the digital project, but to make note of potential ones. One of the most important lessons learned early on by digital project producers is that while you may intend to reach a specific audience, that by placing digital material on the Web, there are a number of unpredicted users as well. The impact these unpredicted users may have on an institution can be lessened by giving some initial thought to who those users might be and how they will be handled as they begin to make contact with the institution.